
SOUTH THIRD AVENUE & SOUTH BROADWAY DISTRICTS

Urban Design Workshop

SUMMARY



August 1, 2009



Acknowledgements

One of the most important elements of any planning process is public participation. The Southwest Urban Design Workshops were conducted to obtain early public input related to the conditions of the five planning districts located in the Southwest area of the city, and the opportunities for their improvement. Over twenty-two members of the public participated in the South Third Avenue/South Broadway Districts Workshop, and represent a good cross section of the population of the city, such as residents, business owners, property owners, representatives of community organizations, and other stakeholder of the area. The City of Chula Vista thanks them all for taking the time to participate in the workshop and provide valuable input for the improvement of our community.

“American democracy is rooted in the concept of representation. Actively encouraging citizens to participate in decision making assures their views will be heard. Thus participation is important for a healthy representative democracy.”

Quoted from Partnerships and Participation in Planning in: www.uap.vt.edu/cdrom

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“By far the greatest and the best form of wisdom is that which deals with the planning and beautification of cities and human settlements.”

Plato on Socrates, as quoted in the recinded Montgomery Specific Plan, 1988, p. 14

Table of Contents

Acknowledgements	1
Table of Contents	2
Chapter 1.0 Introduction	3
1.1 Purpose of the Urban Design Workshop	3
1.2 District Location and Description	3
1.3 Context - General Plan	4
Chapter 2.0 Summary of Workshop	5
2.1 Walking Tour	5
2.2 Group Breakout sessions	6
2.3 Group Presentations	6
Chapter 3.0 Next Steps	6
Exhibits	
Exhibit A - General Plan Land Use and Transportation and Economic Development Element Objectives	8
Exhibit B - 2005 General Plan Update Southwest Area 8.4.1 South Third Avenue District	9
Exhibit C - 2005 General Plan Update Southwest Area 8.4.2 South Broadway District	11
Exhibit D - Workshop Participants Comments (Group 1)	13
Exhibit E - Workshop Participants Comments (Group 2)	14
Exhibit F - Workshop Participants Comments (Group 3)	15
Exhibit G - General Questions and Comments	16
Exhibit H - Comments made by residents who had to leave early	17
Exhibit I - Additional comments made by residents who had to leave early	18
Exhibit J - Conceptual Map from Group #1	19
Exhibit K - Conceptual Map from Group #2	20
Exhibit L - Conceptual Map from Group #3	21

1.0 Introduction

1.1 Purpose of Urban Design Workshop

On August 1, 2009 the Development Services Department sponsored an urban design workshop held at the Lauderbach Boy and Girls Club building to gather early public input related to the specific planning process and issues related to future land uses, transportation, and urban design for the South Third Avenue and South Broadway Districts of southwest Chula Vista. The preparation of specific plans or other implementing zoning and development regulations is mandated by the 2005 General Plan for each of the five Southwest planning districts (Palomar Gateway, West Fairfield, Main Street, South Third Avenue and South Broadway Districts) in order to provide the tools necessary to implement the objectives and policies of the 2005 General Plan.

Over twenty-two members of the community attended the Saturday session which was the third of three workshops held over the summer. The South Third/South Broadway Urban Design Workshop was intended to foster and bring together the community's diverse viewpoints before a detailed plan is prepared. The intent of the workshop was to quickly develop rough Concepts Diagrams with local residents, property/business owners, and other stakeholders who are both familiar with the conditions of the district and have an interest in the ultimate recommendations of the Plan. This booklet portrays the results of the workshop. It identifies challenges and opportunities facing long term viability of the area and ideas suggested by Workshop participants.

1.2 Districts Location and Description

South Third Avenue District

The South Third Avenue District area runs along Third Avenue between L Street and Orange Avenue, a focus between Naples Street and Palomar Street. The South Third Avenue District is an important north/south commercial corridor that links several neighborhoods in the City. It contains a variety of businesses that provide goods and services to the adjacent neighborhoods and the rest of the community. The District also contains several public institutions, such as a fire station, post office, a neighborhood park and Boys and Girls Club, an elementary school and a church, that are located in the vicinity of Third Avenue and Oxford Street. The existence of these institutions offers the District the potential for the establishment of a civic focus area that could serve as a central reference point for Southwest Chula Vista. A mobile-home park is located at the southwest corner of Third Avenue and Naples Street. With a few exceptions, most of the commercial building stock along South Third Avenue is older and needs some level of improvement. The district contains pockets of marginal uses and declining structures that require major revitalization efforts in order to improve the area.



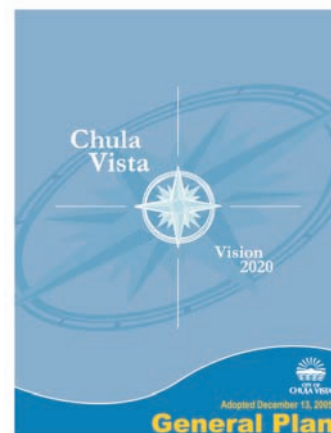
South Broadway District

The South Broadway District includes the area that extends along Broadway from L Street to Anita Street. The area of focus is comprised of two areas: one area includes the segment from L Street to Naples Street; the other area includes properties located south of the SDGE right of way and Anita Street. The District is primarily a commercial corridor with a variety of businesses that provide goods and services for the surrounding neighborhoods and the community. The area on the west side of Broadway between Naples and Palomar contains a group of “big box” stores, including Target, Costco and Walmart. This part of Broadway is not part of the focus area, since most of the sites and building structures have recently been remodeled or newly built.

The South Broadway District includes automobile oriented uses and local-serving businesses for adjacent residential neighborhoods. Automobile repair shops currently exist on South Broadway from L Street to Naples Street and are not compatible with surrounding uses. Improvements, including a landscape median have been completed along Broadway from L Street south to Main Street.

1.3 Context - General Plan

The Chula Vista 2005 General Plan designates the South Third Avenue and South Broadway Districts as two of the five “areas of change”. The 2005 General Plan vision for the South Third Avenue District calls for an area with neighborhood-serving commercial uses and good transit service for residents of the single-family and multi-family homes. It is an attractive area, with recent streetscape improvements and renovated building façades, where residents enjoy walking to do their daily shopping needs or dine in a restaurant. Some redevelopment along Third Avenue has introduced additional residential units above retail shops and professional offices. The long-term vision also calls for a transit station near the intersection of Third Avenue and Palomar Street, and a Bus Rapid Transit (BRT) route connect the Palomar Street Trolley Station with the eastern master planned communities and regional commercial centers.



The 2005 General Plan vision for the South Broadway District includes additional residential units along South Broadway, and the phased removal of conflicting automobile-related service/repair shops from L Street to Naples Street, and from Palomar Street to Anita Street. The District focuses on increasing the viability of retail shops, providing for needed housing opportunities, and improving the appearance of this major corridor. Automobile-related shops are focused within areas designated as light industrial areas, west of Broadway and along Main Street. This is a compatible location for necessary automotive services and avoids land use conflicts on South Broadway, north of Anita Street.

Future development of the South Third Avenue/South Broadway Districts must be consistent with the goals and policies of the 2005 General Plan. Exhibits A, B and C identify objectives and policies, from the Land Use and Transportation Element, the Economic Development Element, as well as the Southwest Area Plan of the General Plan, which apply to the subject districts.

Summary

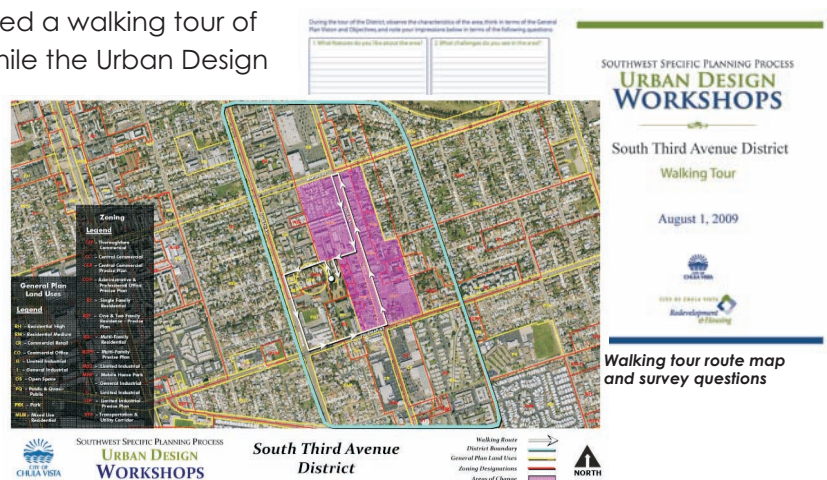
2.0 Summary of Workshop

The Urban Design Workshop for the South Third Avenue and South Broadway Districts was a one-day activity, intended to provide opportunities for the public to engage in a “hands on” planning exercise. The process was an inclusionary public participation outreach to gain input from residents, business/property owners and members of community organizations regarding their perspective and vision for the area. The outreach for the workshop included distribution of meeting flyers to many individuals and organizations involved in previous Southwest community planning efforts, posting flyers at local businesses and public buildings, highlighting the workshops on the City's website, press releases to local newspapers, e-mail blasts through Nixle messaging, and coordination with various community groups to encourage the community's participation.

The all day workshop included a morning presentation by city staff regarding the general plan and specific plans, and a healthy dialogue with the participants; a two hour walking tour of the South Third Avenue District; followed by afternoon brainstorming sessions among small groups in response to opportunities and challenges observed on the walking tour. The small groups depicted their written comments on an aerial map and concluded the day by presenting their findings to the entire group.

2.1 Walking Tour

The Workshop's afternoon session included a walking tour of the South Third Avenue District area. While the Urban Design Workshop covered in this booklet was for the South Third and South Broadway District, the walking tour only included the South Third Avenue District. This was due to time limitations and the large territory that could not be walked in one session. Aerial views of the South Broadway District were provided to the workshop participants, and insights about the District were shared by city staff and participants.



The purpose of the walking tour of the South Third Avenue District was to explore the District on foot and see and experience the territory first hand. The tour was used to identify and point out problems/issues that need to be addressed as part of the specific planning process. The tour also served to identify opportunities and constraints and categorize problems/issues related to land use, infrastructure, and urban design.



Over twenty-two members of the community attended the workshop at various times during the day and participated in the walking tour. The stakeholders that participated in the walking tour were divided into three groups. Each group was kept small in order to facilitate the observation of the area and the discussion. Each group was led by one or two city staff members. While each group went in a different direction, all groups covered the same territory and saw the same area.

2.2 Group Breakout Sessions

At the completion of the tour, all groups went back to the meeting place to debrief on their observations. Each group was asked to discuss what they saw and develop a list of problems/issues, opportunities/constraints, and suggest ways to improve the area. Exhibits D, E, F, G, H and I are a compilation of the input provided by the walking tour participants.



2.3 Group Presentations



The participants were also given large (2' x 3') aerial maps of the area and were asked to put their comments/suggestions on the maps and develop a conceptual map of the district. Exhibits J, K and L show the images of the maps prepared by the groups. The last exercise of the afternoon was for each group to report out and present their conceptual map to the entire group.

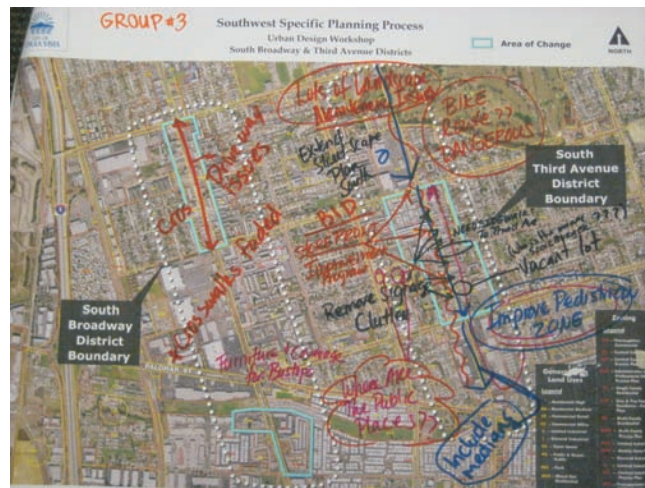
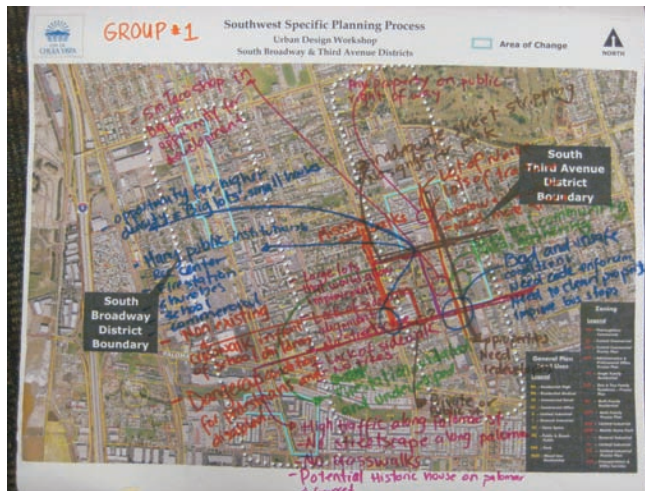
3.0 Next Steps

The Urban Design Workshop for the South Third Avenue and South Broadway Districts was the third workshop Intended to gather early Input from the area's stakeholders and represents the Initial step in the process of implementing the 2005 General Plan vision, objectives and policies for the southwest area of Chula Vista. As indicated previously, the southwest area contains five districts that have been designated by the 2005 General Plan Update as areas for further study and preparation of a specific plan or other regulatory plans/documents.



The next step in this process, as it pertains to the South Third Avenue and South Broadway Districts, is for city staff to formulate a strategy that will include the General Plan implementing tools, such as an infrastructure delivery plan, a streetscape plan, etc. These implementing tools and others could be integrated into a package intended to provide the improvements and enhancements that the two districts need and the workshop participants outlined in their discussion and comments. During the next few months, city staff will be working in the development of this strategy, in conjunction with the continued active participation and input of the community.

The Urban Design Workshop and the resulting lists of comments and Conceptual Maps will be utilized in various ways throughout this implementing process. The participation of the residents, property/business owners, community organizations and other stakeholders will be an important element of this process. It is anticipated that a Working Group of stakeholders will be formed, and members of the public will be invited to participate in community meetings to provide input throughout the process.



Conceptual maps prepared by participant groups

General Plan Land Use and Transportation and Economic Development Elements Objectives

Land Use and Transportation Objectives

Objective LUT 1

Provide a balance of residential and non-residential development throughout the City that achieves a vibrant development pattern, enhances the character of the City, and meets the present and future needs of all residents and businesses.

Objective LUT 3

Direct the urban design and form of new development and redevelopment in a manner that blends with and enhances Chula Vista's character and qualities, both physical and social.

Objective LUT 4

Establish policies, standards, and procedures to minimize blighting influences and maintain the integrity of stable residential neighborhoods.

Objective LUT 5

Designate opportunities for mixed use areas with higher density housing that is near shopping, jobs, and transit in appropriate locations throughout the City.

Objective LUT 6

Ensure adjacent land uses are compatible with one another.

Objective LUT 7

Appropriate transitions should be provided between land uses.

Objective LUT 10

Create attractive street environments that complement private and public properties, create attractive public rights-of-way, and provide visual interest for residents and visitors.

Economic Development Element Objectives

Objective ED 1

Provide a diverse economic base for the City of Chula Vista.

Objective ED 2

Maintain a variety of job and housing opportunities to improve Chula Vista's jobs/housing balance.

Objective ED 3

Retain and grow a mix of economically sustainable small and mid-sized industries and businesses.

Objective ED 7

Develop a strong land use and transportation link between the downtown urban core, bayfront, southwestern, and eastern areas of the City to support economic development throughout.

Objective ED 9

Develop community-serving and neighborhood uses to serve residents and visitors, alike.

2005 General Plan Update SOUTHWEST AREA

8.4.1 South Third Avenue District

VISION FOR DISTRICT

The South Third Avenue District is an area with neighborhood-serving commercial uses and good transit service for residents of the single-family and multi-family homes. It is an attractive area, with recent streetscape improvements and renovated building façades, where residents enjoy walking to do their daily shopping needs or dine in a restaurant. Some redevelopment along Third Avenue has introduced additional residential units above retail shops and professional offices. These physical improvements, plus the addition of more local-serving shops and a community center have helped to create a vibrant mixed use core in the Southwest Town Focus Area that has become a community focal point in the Southwest Planning Area.

A transit station near the intersection of Third Avenue and Palomar Street, and a Bus Rapid Transit (BRT) route connect the Palomar Street Trolley Station with the eastern master planned communities and regional commercial centers. The transit station serves the Southwest Town Focus Area and provides additional transportation options for the area. Due to proximity to transit, residential densities are higher south of Oxford Street than north of Oxford Street.

OBJECTIVE 41:

Redevelop the South Third Avenue District and create a vibrant, mixed-use area along Third Avenue, between Naples Street and Orange Avenue.

POLICIES

LUT 41.1

Encourage the clustering of community-oriented services and amenities in and near residential neighborhoods, including a post office; schools; branch libraries; open space and parks; tot lots; and neighborhood commercial uses along Third Avenue, between Naples Street and Orange Avenue, to create a greater sense of community for the Southwest Planning Area.

LUT 41.2

Provide for a bus rapid transit station near the intersection of Third Avenue and Palomar Street in concert with the reestablishment of a transit route connecting the Palomar Trolley Station with eastern Chula Vista.

LUT 41.3

Conduct a special study to determine the precise boundaries for the Southwest Town Focus Area, generally between Naples Street and Orange Avenue along Third Avenue. Subsequent to the special study, prepare a specific plan to guide the future redevelopment of the Southwest Town Focus Area as a mixed-use neighborhood integrating multi-family housing with office; retail; service; and community civic uses at a pedestrian scale where appropriate.

USES:

LUT 41.4

Encourage the owners of existing commercial shopping centers that contain chain grocery and drug stores to include additional uses, such as restaurants; entertainment; childcare facilities; public meeting rooms; recreation; cultural facilities; and public open spaces, which enhance neighborhood activity.

LUT 41.5

Strive for a distribution of uses within the areas designated as Mixed Use Residential along Third Avenue within the Southwest Town Focus Area to include retail, office and residential, as generally shown on the following chart:

1/3 Residential/ 1/3 Industrial, 1/3 Commercial

2005 General Plan Update SOUTHWEST AREA

8.4.1 South Third Avenue District

LUT 41.6

Encourage multi-family with limited retail in the area designated as Mixed Use Residential south of L Street and west of Third Avenue.

LUT 41.7

Create a mixed use core with new residential and local serving retail in the area designated as Mixed Use Residential between Oxford Street and Palomar Street in the Southwest Town Focus Area that will serve as the focal point for the community in the Southwest Planning Area.

LUT 41.8

Retain and enhance local serving retail uses in the area designated as retail between Palomar Street and Orange Avenue.

INTENSITY/HEIGHT

LUT 41.9

In the South Third Avenue District, residential densities within the Mixed Use Residential designation are intended to have a district-wide gross density of 30 dwelling units per acre.

LUT 41.10

In the Southwest Town Focus Area, the commercial (retail and office) portion of the Mixed Use Residential designation is intended to have a focus area-wide aggregate FAR of 1.0. Subsequent specific plans or zoning ordinance regulations will establish parcel-specific FARs that may vary from the district wide aggregate (refer to Section 4.8.1, Interpreting the Land Use Diagram, for a discussion of district-wide versus parcel-specific FAR).

LUT 41.11

In the South Third Avenue District, excluding the Southwest Town Focus Area, the commercial (retail and office) portion of the Mixed Use Residential designation is intended to have a focus area-wide aggregate FAR of 0.5. Subsequent specific plans or zoning ordinance regulations will establish parcel-specific FARs that may vary from the district-wide aggregate (refer to Section 4.9.1, Interpreting the Land Use Diagram, for a discussion of district wide versus parcel-specific FAR).

LUT 41.12

Building heights on both sides of Third Avenue shall be primarily low-rise buildings. Permit low-rise buildings in the Southwest Town Focus Area.

DESIGN

LUT 41.13

Prior to or concurrent with the approval of the first specific plan or other zoning regulations in the South Third Avenue District, establish a design code that reinforces the safety and serenity of the area, and seeks to establish a coherent, aesthetic, international character to the Southwest Planning Area.

LUT 41.14

The specific plan or other regulations prepared to guide development in this area shall address design issues that create a sense of place, a pedestrian friendly environment, enhanced pedestrian linkages, and compatibility with the scale and feel of a cohesive neighborhood community.

LUT 41.15

A specific plan or other regulations in the South Third Avenue District shall require of wide sidewalks, through-block paseos, and other appropriate design-features that enhance the pedestrian environment to link high-use areas, such as the post office; library; park; or a concentration of shops, with transit stations or transit stops.

AMENITIES

LUT 41.16

Community amenities to be considered for the South Third Avenue District as part of any incentives program should include, but not be limited to, those listed in Policy LUT 27.1.

2005 General Plan Update

SOUTHWEST AREA

8.4.2 South Broadway District

VISION FOR DISTRICT

The South Broadway District includes additional residential units along South Broadway, and the phased removal of conflicting automobile-related service/repair shops from L Street to Naples Street, and from Palomar Street to Anita Street. The District focuses on increasing the viability of retail shops, providing for needed housing opportunities, and improving the appearance of this major corridor.

Automobile-related shops are focused within areas designated as light industrial areas, west of Broadway and along Main Street. This is a compatible location for necessary automotive services and avoids land use conflicts on South Broadway, north of Anita Street.

OBJECTIVE 42:

Revitalize land uses along South Broadway between L Street and Anita.

POLICIES & USES:**LUT 42.1**

Encourage the development of residential units, mixed with appropriate retail and professional office, in the area designated as Mixed Use Residential between L Street and Naples Street.

LUT 42.2

Retain retail uses between Naples Street and the SDG&E utility easement.

LUT 42.3

Encourage the development of residential units, mixed with appropriate retail and professional office, in the area designated as Mixed Use Residential between Palomar Street and Anita Street.

LUT 42.4

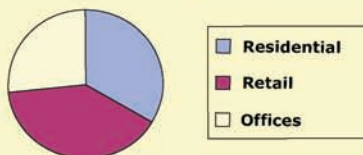
Encourage the relocation of automobile-related service/repair shops from the South Broadway District, north of Naples Street, and south of Palomar Street, to more appropriate areas, including within industrial areas west of Broadway and within the Main Street District, with consideration to effects on adjoining Residential neighborhoods.

LUT 42.5

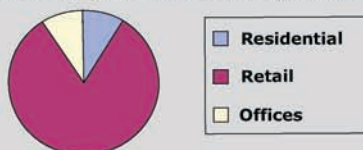
Designate uses on the west side of Colorado Street as Light Industrial.

LUT 42.6

Strive for a distribution of uses within the areas designated as Mixed Use Residential between L Street and Naples Street to be retail, office and residential, as generally shown on the following chart:

**LUT 42.7**

Strive for a distribution of uses within the areas designated as Mixed Use Residential between Palomar Street and Anita Street to be retail, office, and residential, as generally shown on the following chart:



2005 General Plan Update

SOUTHWEST AREA

8.4.2 South Broadway District

LUT 42.8

Implement the Broadway Revitalization Plan, as adopted by City Council.

INTENSITY/HEIGHT**LUT 42.9**

In the South Broadway District, residential densities within the Mixed Use Residential designation between L Street and Naples Street and between Palomar Street and Anita Street are intended to have a District-wide gross density of 30 dwelling units per acre.

LUT 42.10

In the South Broadway District, the commercial (retail and office) portion of the Mixed Use Residential designation between L Street and Naples Street and between Palomar Street and Anita Street is intended to have a Focus Area-wide aggregate FAR of 1.0. Subsequent specific plans or zoning ordinance regulations will establish parcel-specific FARs that may vary from the District-wide aggregate (refer to Section 4.8.1, Interpreting the Land Use Diagram, for a discussion of district-wide versus parcel-specific FAR).

LUT 42.11

Building heights on both sides of Broadway and along Industrial Boulevard in the South Broadway District shall be primarily low-rise buildings.

DESIGN**LUT 42.12**

Encourage the upgrading of older and/or marginal retail uses along the South Broadway District.

LUT 42.13

Prior to or concurrent with the approval of the first specific plan or other zoning regulations for the South Broadway District between L Street and Naples Street, prepare specific guidelines for the development of mixed use projects on South Broadway.

LUT 42.14

Concurrent with the approval of zoning for industrial uses at the northwest corner of Colorado Avenue and Naples Street in the South Broadway District, ensure that light industrial uses on Colorado Street are designed and constructed to: front on Colorado Street; provide parking and entry door access on the west side of buildings; and be appropriately buffered from residential uses.

LUT 42.15

Prior to, or concurrent with the approval of the first specific plan or other zoning regulations in the South Broadway District, develop siting guidelines and criteria for locating automobile-related service/repair shops in areas that adjoin residential neighborhoods.

LUT 42.16

Community amenities to be considered for the South Broadway District as part of any incentive program should include, but not be limited to, the following, and to those items listed in Policy LUT 27.1:

- Community center or community-oriented gathering facility
- Sidewalk widening
- Pedestrian and landscaping improvements
- Recreational and computer rooms
- Mentor programs for education and entertainment
- Streetscape improvements

Urban Design Workshop - South Third Ave District Participants Comments - August 1, 2009

GROUP #1

What features did you like about the area?

1. Large properties
2. Many public institutions in the area: churches, post office, parks, fire station, community center
3. Potential historical home on Palomar and Garrett
4. Opportunity for public gathering space along Kennedy and 3rd Avenue

What are the challenges and the suggested improvements?

1. Lack of sidewalk alignment
2. No streetscape. → Plant trees that provide shade
3. Lack of sidewalks. → Add them
4. Fire station outdated and underdeveloped. → Remodel, add doorbell (they are inaccessible to public when it's a safe place to leave babies), maybe acquire adjacent vacant property
5. Schoolchildren crossing busy 4th Avenue to homes, dangerous conditions. → Add sidewalks/crosswalks to facilitate pedestrians, disabled
6. Deteriorated homes on 4th and Palomar. → Potential higher density/ big lots and small homes
7. Narrow sidewalks along Palomar (a very busy road) → Add defensible space
8. Corner of 3rd and Palomar, dirty, unsafe and overall bad conditions. → Needs code enforcement, clean up property, improve bus stop, add trees, cover for bus stops, crosswalks on Palomar
9. Inadequate street striping along Oxford. → Add signage
10. Narrow sidewalks along 3rd, no trees south of Oxford and Palomar. → Widen sidewalks
11. A lot of traffic on 3rd, very loud. → Add median to calm traffic
12. Building and area need redevelopment on east side of 3rd from Oxford to Emerson
13. Is Garrett a private or public street?
14. Undeveloped lot by taco shop (3rd between Palomar and Oxford). → Public space or plaza site/more businesses maybe?
15. A lot of streetscape needed along 3rd

**Urban Design Workshop - South Third Ave District
Participants Comments - August 1, 2009**

GROUP #2**What features did you like about the area?**

1. Diversity of uses and cultures (restaurants) on 3rd
2. Some homes show pride of ownership
3. Church and school are clean, which are good images for the community
4. MJ apartments are beautiful (on Palomar)
5. Imel and Rachel Willis' home is beautiful/ Spanish architecture (on Palomar)
6. Lots of pedestrian and bicycle activity
7. Generational uses of businesses and homes
8. Walkability of the area
9. Lauderbach Park
10. Availability of transit- people waiting for buses
11. Existing connection between 3rd and Palomar Gateway
12. Existing affordable housing
13. Opportunity to utilize large parcel for large commercial uses on 3rd between Moss and Naples

What are the challenges and the suggested improvements?

1. Illegal trash dumping at commercial areas
2. Lauderbach entry signs, the lettering inset and logo should be painted a bright color
3. No mailboxes within sidewalks(makes it hard for disabled/ strollers to pass)
4. Expand sidewalks and add parkways
5. Underground utility poles and boxes
6. Community garden at 4th and Oxford adjacent to Fire Station #5
7. Add bulbouts at street intersections
8. Landscape medians on 3rd and 4th
9. Better signage along 3rd Avenue
10. Short term loans for businesses to improve their facades/ competition and awards
11. Name for the area/community with an entry monuments and signs
12. Create business associations/ improvement districts
13. Bikelanes along Palomar, 4th, and 3rd Avenue
14. Sidewalks in front of Lauderbach School, 4th and Oxford, 4th and Orsett to Palomar, Oxford east of 3rd Avenue
15. Outdoor dining along 3rd and Palomar
16. Rehab fire station at 4th and Oxford
17. Farmers market other than on Thursday
18. "Taste of South Third"
19. Facilitate assessment districts to improve sidewalks and drainage
20. "Orchids and onions" for commercial and residential properties
21. Implement traffic calming elements on 3rd
22. Enhanced paving and art at intersections
23. Address homeless problem
24. Improve bus stops with shelters and benches

**Urban Design Workshop - South Third Ave District
Participants Comments - August 1, 2009**

GROUP #3**What are the challenges and the suggested improvements?**

1. Vacant properties. → Fund property owners
2. Odd/ irregular lot configuration. → Many not developed
3. Sidewalks missing on side streets. → Extend 3rd Avenue streetscape master plan south to Palomar, provide consistency of design
4. Ugly, outdated storefronts. → Develop storefront improvement program
5. Signage clutter. → Establish guidelines for new signage
6. Hard to find public places. → Need "way finding"
7. Infrastructure in middle of sidewalk. → Consistency in sidewalk widths
8. Bike route is dangerous. → Street Master Plan could address complete street
9. Landscape maintenance lacking in setbacks. → Retainer for landscape drainage
10. Crosswalks are paved over ramps, not disabled accessible. → Enhance outer sections to provide for pedestrian-friendly bulbouts, painted sidewalks
11. Utility box clutter. → Incorporate as part of art program (also bus benches)
12. 3rd Avenue cars driving fast, no buffer zone to protect pedestrians
13. Lack of funding for improvements. → Create BID
14. Bus furniture in pedestrian zone no bus shelters. → Provide consistent furniture and shelter (cover or trees)
15. Palomar Street many obstacles (utility poles in sidewalk), utility wires exposed, sidewalks uneven and materials differ. → Remove obstacles from sidewalks or extend sidewalk

Urban Design Workshop - South Third Ave District Participants Comments - August 1, 2009

Questions and Comments:

1. Are plans prioritized? Infrastructure (sidewalks) should be first. Budget problems dilute it. Everyday citizenry should be taken care of. City does not think like me.
2. Do departments collaborate? It would help the budget if they did.
3. East side has assessment districts because of Melo Roos and additional taxes. I pay more. The West side can have the same but need to step up.
4. There are a lot of property owners who are against capital improvements.
5. We need a tax base to make improvements. Does the City have any leads on companies who want to invest?
6. How are sidewalks financed?
7. Is that a plan (to elevate trolley)? Did SANDAG feel that it's important?
8. What kind of zone changes are there going to be in this area?
9. Are there restrictions on building heights?
10. I noticed the area of change does not include where the K-Mart is. The adjacent area will be nice and then we'll be left with the "eye sore."
11. Commercial areas need to survey where their consumers will come from. Businesses will not just come in without market studies.
12. How can we as citizens invite businesses and let them know we will shop there?
13. We have to understand this area has been ignored for decades. The City should understand we don't have the culture to do things like the East side. When we take initiative no one answers the phones or there is no help in Spanish. We don't have the resources (money) or knowledge of how to make change. It is not that we are irresponsible.
14. What do you mean by "phasing out" auto shops? Moving them to northern side?
15. Grocery stores...working with vendors too?
16. In the back of Main Street there is still a lot of residential. There is a balance. Putting in more businesses would knock balance.
17. Regarding LUT 42.16 we think we are coming to the Boys and Girls Club, but the entrance is through a park with no sign. It is not inviting to anyone. Will this help here? We need signage!
18. Once documents are ready, when will work be done? When will the City give us ideas so we can work together? We have been working for a long time. People get discouraged thinking input doesn't get heard.
19. Safety of pedestrians is important. Elderly and disabled are provided transportation in other cities. Will the City provide for us?
20. Walkability pamphlet gives a start of who to call. With more residents walking, businesses will know and feel The presence of people.

**Urban Design Workshop - South Third Ave District
August 1, 2009**

Comments made by residents who had to leave early, but left their sheets

Comments made by business owners:

1. Get the homeless out of here
2. "You're a fool to put a dollar in south CV"
3. They are closing the post office on Oxford (in today's paper)
4. "Police service is the worst in SD."
5. "Trash abandoned by dumpster by a nearby resident. Half an hour no answer by CVPD HQ attendant sleeping. It took an hour for response time and there was no responsive command by officer"
6. Sidewalks on Oxford east of 3rd Ave
7. Businesses have problem with people abandoning trash on their lots, which businesses then have to pay to be carted off

Improve:

1. Intervention 4th and Oxford Street corner concrete curbing and sidewalks lacking NW and SW corner
2. Fire station is old, small, needs rehab/ demolition
3. Utility underground still incomplete
4. Improve vacant City lot in corner of 4th and Oxford
5. Cover the drainage channel
6. Curbs and sidewalk 4th and Orsett, 4th and Palomar
7. Freshen the chipped seal on 4th Ave near Palomar
8. Vacant properties bank owned- potential park 4th and Palomar
9. Is there a local sub-community name that could be recognized and officially titled
10. Bike lanes on Palomar between 3rd and 4th
11. Lauderbach Park sign (concrete) in front of park/ community center improve by painting the inset areas with a bright contrasting color compared to concrete grey.
12. Allow putting in a new multifamily project on consolidated lot(s).

Comments:

1. Facilitate establishment of an area-wide self-assessment district for funding and construction of sidewalk and curb improvements with 2/3 voting requirement met at an individual parcel level ie "sub-self-assessment districts" when the facts and circumstances make things possible (eg. No drainage problem remediation uses, etc.)
2. If possible conceive an economic justice alternative whereby properties held for rental with property owners unwilling to vote for investment district could somehow also have a shot at sidewalks/curbs.

Additional comments made by residents who had to leave early

During the tour of the District, observe the characteristics of the area, think in terms of the General Plan Vision and Objectives, and note your impressions below in terms of the following questions:

1. What features do you like about the area?

2. What challenges do you see in the area?

Business comments:

Get the homeless out of here

"Is there a fuel to put a dollar in south co"

They're closing the post office
read today's paper

"Police service is worst in San Diego"

Trash abandoned by dumpster by a nearby resident

He has no answer at CVPP HQ

attendant sleeping

1 hr response time

no response, no command by officer

Bike lanes Oxford east of Third Ave. ✓

Businesses have problem with people abandoning trash on their lots, which businesses then have to pay to be carted off. ✓

3. What would you do to improve the area?

4. Please provide any other comments:

- Intersection 4th & Oxford Street corner concrete curbing & sidewalk lacking NW & SW corners ✓
- Fire station old, small, need rehab, demolition
- utility undergrounding still incomplete ✓
- improve vacant city lot in corner of 4th & Oxford ✓
- cover the drainage channel + 1 1 1 1 SE O
- curb & sidewalk Fourth & Everett → Fourth & Palomar ✓
- Freshen the chip seal on Fourth Avenue nearing Palomar
- Vacant properties waste owned - potential part 4th & Palomar
- Is there a local sub community name, recognized, that could be officially titled
- Bike lanes Palomar between 3rd & 4th ✓
- Landmark Park sign (concrete) in front of Park/Community center improve by painting the inset area a bright contrasting color compared to concrete green ✓
- or allow conversion to R-3 & put in new multi-family project on consolidated lot(s)

- Facilitate establishment of an area wide self-assessment district for funding & construction of sidewalk & curb improvements with 2/3 voting requirement met at an individual parcel level i.e. "sub-self-assessment districts" (WHEP) the facts & circumstances make things possible e.g. no drainage problem remediation issues, etc. ✓

- If possible conceive an economic justice alternative whereby properties held for rental with property owners unwilling to vote for assessment district could somehow also have a shot at sidewalks/curbs ✓

Respectfully submitted

David W. King 8/1/09

[illegible]

Exhibit K - Conceptual Map from Group #2



